A Ph.D. Resume on

STUDY OF AGRICULTURAL MARKETING IN NANDED & PARBHANI DISTRICT: A COMPARATIVE ANALYSIS OF PERISHABLE & NON-PERISHABLE COMMODITIES

Submitted to

SWAMI RAMANANDED TEERTH MARATHWADA UNIVERSITY, NANDED

As partial fulfillment for the award of the Degree of

DOCTOR OF PHILOSOPHY (Ph.D.)

In subject of

MANAGEMENT SCIENCE

Under the

FACULTY OF COMMERCE & MANAGEMENT

By

MR. ABHISHEK O. GILL

MMS (Marketing), SET (Management), M.Sc. Biotechnology

Under the Guidance of

Dr. G. P. MUDHOLKAR

Ph.D. (Management), Ph.D. (Commerce), MBA, M.Com. SET, NET, JRF

Assistant Professor, School of Commerce & Management Sciences,

Swami Ramanand Teerth Marathwada University, Nanded.

MAY 2019

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Study of Agricultural Marketing in Nanded & Parbhani District: A Comparative Study of Perishable & Non-Perishable Commodities

1. INTRODUCTION:

Capturing Value from Every Grain, Every Ounce, Every Drop of Agricultural Produce

-a title line of Government of India's strategic document, named 'Doubling Farmers' Income' (DFI), this 14 Volumes Report has included post-production interventions like agricultural marketing in Volume-IV.

The background for this DFI Report stated by Agriculture Minister Narendra Singh Tomar while answering Parliamentary Question, the Government had formed an Inter-Ministerial Committee in April 2016 to examine issues relating to "Doubling of Farmers Income (DFI)" and recommended strategies to achieve the same. The Committee has submitted its Report to the Government in September 2018, citing various recommendations includes for Agricultural Marketing Reforms, Price Support System, reduction of input cost, enriching soil health, Irrigation management, risk management in crop losses, Improvements in institutional credit system, Drought Management along with governance and structural reforms.

But roots of agricultural marketing can be traced back to 17th Chapter to First 5 Year plan of Planning Commission under the Chairmanship of Jawaharlal Nehru, which stressed on Importance of Co-operative Marketing, Grading, Storage & Warehousing, Weights and Measures etc.

1.1. Concept of Market & Marketing

1.1.1. Meaning

An Old English proverb says "two women and a goose may make a market." The word *market* evolved from *'marcatus'* (Latin) meaning: merchandise or trade.

The market is used widely and differently. In India terms used for describing markets are Haats, Mandi and Bazaar. following are some of meaning of marketing:

(a) a place or a building where commodities are bought and sold, e.g., supermarket;
(b) the domain or area where price influences buyers and sellers; e.g., wheat market and cotton market; Indian market, Asian market, etc.
(c) a social institution which performs activities and provides amenities for exchange of commodities between buyers and sellers. e.g., BSE, NSE
(d) a stage or a path of money-making activity, e.g., a dull market or boom market.

Some of the definitions also include:

- Philip Kotler defined the market as an area for potential exchanges.
- The American Marketing Association has defined a market as the aggregate demand of potential buyers for a product.

A market is defined in terms of the existence of fundamental forces of supply and demand and is not limited to a geographical place.

1.1.2. Nature & Scope of Marketing

AMA defines Marketing as 'the performance of business activities that simplifies the flow of goods & services from the producer to the consumer. The scope of marketing emphasizes cost and price consideration, demand creation and satisfaction, selling, sales promotion and advertising, marketing research to match the supply with consumer demand.

The scope of marketing also takes account of identifying, creating and satisfying consumer needs at a profit.

1.1.3. Importance of Marketing

The success of a business solely depends on the successful formulation & execution of marketing strategy. Marketing has a very vital role in inflow of value satisfaction to the consumer as a pre-requisite for the development of the economy and finally of society. Importance of marketing is as follows:

(a) Marketing is Key to Business Success: Business is self-possessed for development through the goal of getting revenue. This flow of revenue depends on good marketing efforts. Marketing is key to the achievement of this goal by considering different issues. In this process, a business faces issues that include environmental scanning, finding opportunities, product policies formulation, pricing determination & distribution techniques.

(b) Marketing Increases the Discretionary Income: Discretionary income refers to the amount of income left to the consumer after payment of taxes and meeting basic costs of living, viz., food, shelter, and clothing. Different from this, disposable income mentions the income available after-tax payment. Therefore, income rises with an increase in wages and salaries.

(c) Marketing is Utility Creator: Value-based utility of goods and services characterizes activities in an economy. An efficient marketing system removes barriers in the way of human needs satisfaction. & helps to create time utility, place utility and possession utility of goods and services.

(d) Marketing is Career Opportunities Creator: It has been discussed that marketing generates a large number of employment opportunities.

(e) Marketing Contributes to Standard of Living: Marketing provides opportunities to the consumers to improve their standard of living, They obtain 'value-satisfaction' through the efficiently organized marketing system. It provides goods and services of good quality at reasonable prices.

(f) Marketing Contributes to Economic Development: Marketing activities are initiated with the manufacturing of goods and services and end with the satisfaction of consumer needs. This process creates employment and income which in return creates savings and investments resulting in the growth of the economy. It reflects the economic development achieved by a country. The coverage of such development shows the nature and volume of goods and services ready for consumption. Moreover, the scale and facets of marketing activities are indicators of the poverty level in a country.

1.1.4. Approaches to studying Marketing

The study of marketing has different approaches. Some also refer it distribution with help of intermediaries. Some consider it as the behavior of commodity movement and its mode of movement commenced by people involved in it. The aforesaid approaches have been classified as follows:

1) **Product or Commodity Approach:** This approach is based on a product or commodity which is the main object of study. It transfers from the original producer to the ultimate consumer as a flow in the market. Under this approach, the product lies at the center of marketing and all the activities associated with marketing. It includes supply source, marketing organizations, middlemen who distributes the product, the characteristics of the market etc.
2) **Institutional Approach:** It is also known as middleman or intermediary approach. This approach highlights activity analysis of different institutions, problems and modes of

operation of institutions involved in marketing of products. These institutions include middlemen like wholesalers, retailers, importers etc. These institutions are engaged in performing specific functions known as marketing functions.

3) **Functional Approach:** In this approach importance is placed on the different marketing functions. According to this approach, each function is studied in-detail to analyze the nature, importance, and uses of each function. These functions include buying, selling, standardizing, storing, transporting, advertising, packing and pricing of product. The marketing here refers to the activities of buying and selling.
4) **Decision-Making Approach/Management Approach:** It syndicates features of the three approaches and narrates it from the decision-makers' perspective. This approach lays emphasis on the decision-making role of management in marketing functions. Each firm faces its own specific problems and prospects while doing this, the managers may face different factors responsible for problems. These factors grouped into controllable and uncontrollable factors. Controllable Factors are internal to the firm & can be controlled by the management. Uncontrollable Factors are external to the firm and cannot be controlled by the management. This approach studies uncontrollable factors in practical aspects rather than theoretical aspects.
5) **Societal Approach:** Today, business is directed towards serving the society. this approach rests prominence on the environmental factors. Differently speaking, this approach considers the interactions between the environmental factors and the marketing decision-making. Phillip Kotler had enlisted environmental factors: Political, Ecological, Sociological, Legal, Technological, Cultural, etc.
6) **Systems Approach:** The modern sociological thought has established that the society achieves its objectives through the creation of interconnected systems of action. Marketing is social system with an aim of achieving desired standard of living with goods & services. Marketing system is a small segment of the nations' total marketing system. It must find space in it or develop its edges by pioneering some new activities in the existing system.

1.1.5. Marketing Mix / 4-P's of Marketing

Management of the 4-P's of marketing is the directive of a marketing manager. Manager analyzes the market, plans for the future, develops marketing strategies, and meets market needs and desires. The marketing plan identifies all controllable elements of the exchange relationship between an organization and its customers as they are the key inputs into a marketing manager's plan. The marketing mix and their management strategies are explained as:

1. **Product:** It may be tangible object or an intangible service. Tangible products are mass manufactured on a large scale. Intangible products are service based like the tourism industry and the hotel industry. The product aspect includes individual products, product lines or service features and benefits that meet consumer wants and needs.
2. **Place:** Place symbolizes the location, where a product can be purchased; distribution channel; physical store or virtual stores on the Internet. Place aspect of marketing mix deals with distribution channels, middlemen, warehouses, transportation and shipping etc.
3. **Price:** The price is the amount a customer pays for the product. Price determinants include market share, competition level, material costs, brand identity and perceived value. Reasonable price should serve the customer well and maximizes profits of firm. Elements of price include product price, level pricing, introductory pricing, discounts, allowances etc. It depends on consumer willingness to pay.
4. **Promotion:** Promotion includes the communications used by marketer in market. Promotion has four distinct elements: advertising, public relations, personal selling and

sales promotion.

If the Product, Price and Place are in sync with consumers' needs or wants, Promotion prompts them the needs-satisfying Product or Service are available in Market.

1.1.6. Marketing Functions

Any single activity executed in transferring a product from producer to the final consumer is termed as a marketing function. Marketing Functions are combination of three dimensions: time, space and form. The marketing functions may be classified in various ways.

Thomsen has classified marketing functions as follows:

Primary Functions	Secondary Functions	Tertiary Functions
Processing Distribution	Packing or Packaging Transportation Grading, Standardization & Quality Control Storage & Warehousing Price Determination Risk Taking Financing Buying & Selling Demand Creation Dissemination of Market Information	Banking Insurance Communications Energy Supply

Kohls and Uhl have classified marketing functions as follows:

Physical Functions	Exchange Functions	Facilitative Functions
Storage and Warehousing Grading Processing Transportation	Buying & Selling	Standardization of grades Financing Risk Taking Dissemination of Market Information

Huegy and Mitchell have classified marketing functions as follows:

Physical Movement Functions	Ownership Movement Functions	Market Management Functions
Storage Packing Transportation Grading Distribution	Determining Need Creating Demand Finding Buyers and Sellers Negotiation of Price Rendering Advice Transferring the Title to Goods	Formulating Policies Financing Providing organization Supervision Accounting Securing Information

1.2. Concept of Agricultural Marketing

1.2.1. Definition

The term agricultural marketing is composed of two words – agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. Marketing encompasses a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all activities involved in the creation of time, place,

form and possession utility.

According to the National Commission on Agriculture (XII Report, 1976), as "Agricultural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes preened post-harvest operations viz. assembling, grading, storage, transportation and distribution." In an expansive manner, this definition conveys the crux that the farmers' goods reach the end consumer – either an individual or an organization such as a processor or exporter

According to Thomsen, the study of agricultural marketing, comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced foods, raw materials and their derivatives.

Agricultural marketing system in developing countries including India can be understood to compose of two major sub-systems viz., product marketing and input (factor) marketing. The actors in the product marketing sub-system include farmers, village/primary traders, wholesalers, processors, importers, exporters, marketing cooperatives, regulated market committees and retailers. The input sub-system includes input manufacturers, distributors, related associations, importers, exporters and others who make available various farm production inputs to the farmers.

Agricultural marketing, therefore, can be defined as comprising of all activities involved in supply of farm inputs to the farmers and movement of agricultural products from the farms to the consumers. Agricultural marketing system includes the assessment of demand for farm-inputs and their supply, post-harvest handling of farm products, performance of various activities required in transferring farm products from farm gate to processing industries and/or to ultimate consumers, assessment of demand for farm products and public policies and programmes relating to the pricing, handling, and purchase and sale of farm inputs and agricultural products. Of late trade in the domestic and international markets also become the part of it.

1.2.2. Need of Agricultural Marketing

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting economic development.

Agricultural marketing differs from conventionally known meaning of marketing which implies meeting the consumers demands or expectations. Since the major output of agricultural marketing is food, and food being a basic, life-sustaining necessity and a human right, ensuring the supply of food becomes an important part of the mandate of governments across the world. Hence, in most countries, the public sector has been involved in food management – either by creating markets for farm produce, directly procuring farm produce for subsequent supply and distribution, or in imports and exports of food and food products.

Agriculture plays a vital role as a provider of raw material to industry. Traditionally, agriculture was seen as the provider of the chief raw material for industries such as textiles, sugar and edible oil. Over a period of time, with the changing demographics, tastes and technologies, horticulture and animal products have gained more importance in providing raw material. Food processing, dairy processing and animal-based food processing have emerged as some of the major industries that owe their existence to the raw material originating on the farm. Thus, new dimensions have been added to agricultural marketing.

In addition to the pure exchange of goods, agricultural marketing also serves a greater social purpose in terms of raising incomes in the rural hinterlands, which sets off a virtuous cycle of demand generation for consumer and industrial goods, and various services. This spurs economic growth of the country. Rising rural and agricultural incomes also create

avenues for investments in farms by farmers, which helps raise production that can be exported. No wonder then that the entire economy actually waits for a good monsoon so that agriculture is bountiful, rural incomes rise and the economy as a whole gets a fillip.

Further, agricultural marketing also provides livelihood to a large number of intermediaries, market functionaries, and semi-skilled and unskilled labour across the supply chain. The externalities arising out of agricultural products lead to development of vibrant warehousing, transport, agricultural finance and insurance systems, each with its own set of complexities and dynamics that generate employment and value addition.

The role of agricultural marketing in economic development was summarized as a means for optimization of resource use and output management, raising farm income, expanding the market geography, supporting and driving the growth of agro-based industries, employment generation, enhancing economic growth and improving the living standards. Thus agricultural marketing assumes significance not only to meet the food and nutrition needs of the country, but also to support the growth of the economy as a whole.

1.2.3. Importance of Agricultural Marketing

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting economic development. For this reason, it has been described as the most important multiplier of agricultural development. The importance of agricultural marketing in economic development has been indicated in the paragraphs that follow.

1. Optimization of Resource use and Output Management: An efficient agricultural marketing system leads to the optimization of resource use and output management. An efficient marketing system can also contribute to an increase in the marketable surplus by scaling down the losses arising out of inefficient processing, storage and transportation. A well-designed system of marketing can effectively distribute the available stock of modern inputs, and thereby sustain a faster rate of growth in the agricultural sector.
2. Increase in Farm Income: An efficient marketing system ensures higher levels of income for the farmers by reducing the number of middlemen or by restricting the commission on marketing services and the malpractices adopted by them in the marketing of farm products. An efficient system guarantees the farmers better prices for farm products and induces them to invest their surpluses in the purchase of modern inputs so that productivity and production may increase. This again results in an increase in the marketed surplus and income of the farmers. If the producer does not have an easily accessible market-outlet where he can sell his surplus produce, he has little incentive to produce more. The need for providing adequate incentives for increased production is, therefore, very important, and this can be made possible only by streamlining the marketing system.
3. Widening of Markets: A well-knit marketing system widens the market for the products by taking them to remote corners both within and outside the country, i.e., to areas far away from the production points. The widening of the market helps in increasing the demand on a continuous basis, and thereby guarantees a higher income to the producer.
4. Growth of Agro-based Industries: An improved and efficient system of agricultural marketing helps in the growth of agrobased industries and stimulates the overall development process of the economy. Many industries depend on agriculture for the supply of raw materials.
5. Price Signals: An efficient marketing system helps the farmers in planning their production in accordance with the needs of the economy. This work is carried out

through price signals.

6. Adoption and Spread of New Technology: The marketing system helps the farmers in the adoption of new scientific and technical knowledge. New technology requires higher investment and farmers would invest only if they are assured of market clearance.
7. Employment: The marketing system provides employment to millions of persons engaged in various activities, such as packaging, transportation, storage and processing. Persons like commission agents, brokers, traders, retailers, weigh-men, hamals, packagers and regulating staff are directly employed in the marketing system. This apart, several others find employment in supplying goods and services required by the marketing system.
8. Addition to National Income: Marketing activities add value to the product thereby increasing the nation's gross national product and net national product.
9. Better Living: The marketing system is essential for the success of the development programmes which are designed to uplift the population as a whole. Any plan of economic development that aims at diminishing the poverty of the agricultural population, reducing consumer food prices, earning more foreign exchange or eliminating economic waste has, therefore, to pay special attention to the development of an efficient marketing for food and agricultural products.
10. Creation of Utility: Marketing is productive, and is as necessary as the farm production. It is, in fact, a part of production itself, for production is complete only when the product reaches a place in the form and at the time required by the consumers. Marketing adds cost to the product; but, at the same time, it adds utilities to the product. The following four types of utilities of the product are created by marketing:
    a. Form Utility: The processing function adds form utility to the product by changing the raw material into a finished form. With this change, the product becomes more useful than it is in the form in which it is produced by the farmer. For example, through processing, oilseeds are converted into oil, sugarcane into sugar, cotton into cloth and wheat into flour and bread. The processed forms are more useful than the original raw materials.
    b. Place Utility: The transportation function adds place utility to products by shifting them to a place of need from the place of plenty. Products command higher prices at the place of need than at the place of production because of the increased utility of the product.
    c. Time Utility: The storage function adds time utility to the products by making them available at the time when they are needed.
    d. Possession Utility: The marketing function of buying and selling helps in the transfer of ownership from one person to another. Products are transferred through marketing to persons having a higher utility from persons having a low utility.

1.2.4. Scope of Agricultural Marketing

Agricultural marketing in a broader sense is concerned with the marketing of farm products produced by farmers and of farm inputs and services required by them in the production of these farm products. Thus, the subject of agricultural marketing includes product marketing as well as input marketing.

The subject of output marketing is as old as civilization itself. The importance of output marketing has become more conspicuous in the recent past with the increased marketable surplus of the crops and other agricultural commodities following the technological breakthrough. On one hand surplus production in agriculture resulted in problem of distribution to consumption centres and on the other transformed agriculture into a commercial venture where market needs came to the lime lite. Input marketing is a

comparatively new subject. Farmers in the past used such farm sector inputs as local seeds and farmyard manure. These inputs were available with them; the purchase of inputs for production of crops from the market by the farmers was almost negligible. The importance of farm inputs – improved seeds, fertilizers, insecticides and pesticides, farm machinery, implements and credit – in the production of farm products has increased in recent decades. The new agricultural technology is input-responsive. Thus, the scope of agricultural marketing must include both product marketing and input marketing. The subject-matter of agricultural marketing must be dealt with both from the theoretical and practical points of view. It covers what the system is, how it functions, and how the given methods or techniques may be modified to get the maximum benefits. Specially, the subject of agricultural marketing includes marketing functions, agencies, channels, efficiency and costs, price spread and market integration, producer's surplus, marketing institutions, government policy and research, imports/exports of agricultural commodities and commodity and futures trading.

1.2.5. Role of Agricultural Marketing

Agricultural marketing scenario in the country has undergone a sea-change over the last six decades owing to the increases in the supply of agricultural commodities and consequently in their marketed surpluses; increase in urbanization and income levels and thereby changes in the pattern of demand for farm products and their derivatives; slow and steady increase in the linkages with the overseas markets; and changes in the form and degree of government intervention in agricultural markets. Therefore, the framework under which agricultural produce markets function and the factors which influence the prices received by the farmers now need to be understood in a different perspective compared to that in the past. The role of marketing now starts right from the time of decision relating to what to produce, which variety to produce and how to prepare the product for marketing rather than limiting it to when, where and to whom to sell.

1.2.6. Differences in Marketing of Agricultural & Manufactured Goods

The special characteristics which the agricultural sector possesses, and which are different from those of the manufactured sector, are:

1. Perishability of the Product: Most farm products are perishable in nature; but the period of their perishability varies from a few hours to a few months.
2. Seasonality of Production: Farm products are produced in a particular season; they cannot be produced throughout the year. In the harvest season, prices fall. But the supply of manufactured products can be adjusted or made uniform throughout the year. Their prices therefore remain almost the same throughout the year.
3. Bulkiness of Products: The characteristic of bulkiness of most farm products makes their transportation and storage difficult and expensive. This fact also restricts the location of production to somewhere near the place of consumption or processing. The price spread in bulky products is higher because of the higher costs of transportation and storage.
4. Variation in Quality of Products: There is a large variation in the quality of agricultural products, which makes their grading and standardization somewhat difficult. There is no such problem in manufactured goods, for they are products of uniform quality.
5. Irregular Supply of Agricultural Products: The supply of agricultural products is uncertain and irregular because of the dependence of agricultural production on natural conditions. With the varying supply, the demand remaining almost constant, the prices of agricultural products fluctuate substantially.
6. Small Size of Holdings and Scattered Production: Farm products are produced throughout the length and breadth of the country and most of the producers are of small

size. This makes the estimation of supply difficult and creates problems in marketing.

7. Processing: Most of the farm products have to be processed before their consumption by the ultimate consumers. This processing function increases the price spread of commodities.

1.2.7. Emerging Issues in Agricultural Marketing

Indian system of agricultural marketing suffers from a number of defects. As a consequence, the Indian farmer is deprived 'of a fair price for his produce. The main defects of the agricultural marketing system are discussed here.

1. Improper warehouses: There is an absence of proper ware housing facilities in the villages. Therefore, the farmer is compelled to store his products in pits, mud-vessels, "Kutcha" storehouses, etc. These unscientific methods of storing lead to considerable wastage. Approximately 1.5% of the produce gets rotten and becomes unfit for human consumption. Due to this reason supply in the village market increases substantially and the farmers are not able to get a fair price for their produce. The setting up of Central Warehousing Corporation and State Warehousing Corporation has improved the situation to some extent.
2. Lack of grading and standardization: Different varieties of agricultural produce are not graded properly. The practice usually prevalent is the one known as "Dara" sales wherein heap of all qualities of produce are sold in one common lot, Thus the farmer producing better qualities is not assured of a better price. Hence there is no incentive to use better seeds and produce better varieties.
3. Inadequate transport facilities: Transport facilities are highly inadequate in India. Only a small number of villages are joined by railways and Pucca roads to Mandies. Produce has to be carried on slow moving transport vehicles like bullock carts. Obviously such means of transport cannot be used to carry produce to far-off places and the farmer has to dump his produce in nearby markets even if the price obtained in these markets is considerably low. This is even truer with perishable commodities.
4. Presence of a large number of middlemen: The chain of middlemen in the agricultural marketing is so large that the share of farmers is reduced substantially. For instance, a study of D.D. Sidhan revealed, that farmers obtain only about 53% of the price of rice, 31% being the share of middle men (the remaining 16% being the marketing cost). In the case of vegetables and fruits the share was even less, 39% in the former case and 34% in the latter. The share of middle- men in the case of vegetables was 29.5% and in the case of fruits was 46.5%. Some of the intermediaries in the agricultural marketing system are -village traders, kutcha arhatiyas, pucca arhatiyas, brokers, wholesalers, retailers, money lenders, etc.
5. Malpractices in unregulated markets:Even now the number of unregulated markets in the country is substantially large. Arhatiyas and brokers, taking advantage of the ignorance, and illiteracy of the farmers, use unfair means to cheat them. The farmers are required to pay arhat (pledging charge) to the arhatiyas, "tulaii" (weight charge) for weighing the produce, "palledari" to unload the bullock-carts and for doing other miscellaneous types of allied works, "garda" for impurities in the produce, and a number of other undefined and unspecified charges. Another malpractice in the mandies relates to the use of wrong weights and measures in the regulated markets. Wrong weights continue to be used in some unregulated markets with the object of cheating the farmers.
6. Inadequate market information: It is often not possible for the farmers to obtain information on exact market prices in different markets. So, they accept, whatever price the traders offer to them. With a view to tackle this problem the government is using the radio and television media to broadcast market prices regularly. The newspapers also

keep the farmers posted with the latest changes in prices. However the price quotations are sometimes not reliable and sometimes have a great time-lag. The trader generally offers less than the price quoted by the government news media.

7. Inadequate credit facilities: Indian farmer, being poor, tries to sell off the produce immediately after the crop is harvested though prices at that time are very low. The safeguard of the farmer from such "forced sales" is to provide him credit so that he can wait for better times and better prices. Since such credit facilities are not available, the farmers are forced to take loans from money lenders, while agreeing to pledge their produce to them at less than market prices. The co-operative marketing societies have generally catered to the needs of the large farmers and the small farmers are left at the mercy of the money lenders.

Thus it is not possible to view the present agricultural marketing in India in isolation of (and separated from) the land relations. The regulation of markets broadcasting of prices by All India Radio, improvements in transport system, etc., have undoubtedly benefited the capitalist farmers, and they are now in a better position to obtain favorable prices for their "market produce" but the above mentioned changes have not benefited the small and marginal farmers to any great extent.

1.3. Agricultural Commodities

1.3.1. Meaning

Agricultural commodities are staple crops and animals produced or raised on farms. Most agricultural commodities provide a source of food for people and animals across the world. But, some agricultural commodities have purely industrial applications. The furniture industries use wood, rubber manufacturers use latex, Wool from sheep provides fabric, lanolin for skin- care and hair-care products. Some agricultural commodities serve as both a source of food and an industrial ingredient. Corn is an important ingredient in Food & Fuel also. Almost every breathing creature on the Earth depends on the agricultural industry in one way or another.

Nearly 20% of the global population work in farming or allied sector. In South Asia and Sub-Saharan Africa, farming provides employment to more people than any other industry. According to FAO, United Nations, the economic value of the agriculture industry is more than $3 trillion. With increasing population agriculture will play an even bigger role in the upcoming times.

1.3.2. Classification of Agricultural Commodities

A. Classification of food based on TYPE:

Agricultural commodities fall into one of six categories: Cereal Grains, Oilseeds, Meat, Dairy, Other Soft Commodities, Miscellaneous.

1. Cereal Grains: The most common grain commodities includes Wheat, Corn, Oats, Barley, Rough Rice. Majority of them like corn, oats and barley serve common food purposes. Depending on price, farmer's choice of grain will change. So most them have a strong price- relationship with one another. Commodity Traders eyes the extent between grain prices to determine the relative values of one grain versus another.
2. Oilseeds: These commodities serve multiple purposes, which includes Canola, Cotton, Palm Oil, Soybeans etc.; the high oil content in their seeds and the meal that remains after oil is extracted. In cotton, cotton-fibers used in clothing and houseware industries. Farmers use the meal from these crops for animal feed.

3. Meat: Meat commodities include live animals and cuts of meat produced during the butchering of animals, raised for meat, hide, organs, bones and hooves. E.g. Feeder Cattle, Live Cattle, Pork Bellies
4. Dairy: Dairy commodities include milk, butter, whey and cheese. Markets for these commodities date back to the 19th century.
5. Other Soft Commodities: Soft commodities refer to commodities that are farmed rather than mined. These are Cocoa, Coffee, Frozen Concentrated Orange Juice, Sugar etc.
6. Miscellaneous Agricultural Commodities: Some commodities have importance in global markets, but is not included into the above categories. E.g. Timber, Rubber, Wool etc.

B. Classification of food based on PERISHABILITY

Some foodstuffs have longer shelf-life than others. Perishability is the quickness with which a food gets spoilt. Foods can be classified into following groups.

1. **Perishable Agricultural Commodities:** Perishable foods can be kept at room temperature for only few hours or 1-2 days. These foods are kept under refrigeration at household as well as industries. Most perishable foods contain a high level of protein or have moisture and carbohydrates so, special techniques are used to preserve these foods. The speed of spoilage changes with the temperature, moisture and dryness of the environment. Perishable commodities include Dairy products and eggs, butter, cheese and ice cream, Meat and poultry, Seafood, Cooked foods and leftovers, Fruit and leafy vegetables.
2. **Non- Perishable Agricultural Commodities:** Non-perishable foods will keep for months or years without spoiling unless handled and stored carelessly. Examples of such foods are Whole Cereals, Pulses and Millet Grains, Oil-Seeds, Nuts, Honey, Sugar, Jaggery, Salt, Spices And Essence. Some primary processing is done while storing non-perishable foods like husking, drying etc.

The perishability of food determines preservation techniques to keep that food in good quality. In case of non-perishable foods, preservation techniques are dedicated to keeping out insects, rodents and other pests and keeping the foods dry to prevent it from becoming moldy. Shelf-life of Perishable and Non-Perishable foods depend on application of refrigeration, drying, freezing, canning and chemical preservatives to give stability. These handlings keep commodities for many months or years, if they are performed properly.

1.4. District Profile

1.4.1. Nanded District

Nanded is located in the Marathwada region of Maharashtra and located in the south eastern part of the state. It is surrounded by Nizamabad and Adilabad districts of Telangana on east and south east, Bidar of Karnataka on south, Parbhani and Latur districts on west and Hingoli and Yavatmal districts on north. The district is strategically located in close proximity to Nagpur (approx. 335 km) and Hyderabad (approx. 313 Km), both key markets and gateways to North and South of India respectively. Nanded is one of the Divisional Headquarters of South Central Railway, and is well connected with major destinations also; Shri Guru Gobind Singh Ji Airport currently provides air connectivity to major metro cities in India. Nanded is a relatively big district and is the 11th most populous district after Kolhapur and Aurangabad and is a home to nearly 33, 61, 292 Lakh people spread over 10, 528 square kilometres. Administratively, the district is divided into 16 talukas – Nanded, Ardhapur, Deglur, Mukhed, Kinwat, Mahur, Himayatnagar, Hadgaon, Kandhar, Koha,

Bokhar, Mudkhed, Biloli, Naigaon (Kh), Dharmabad & Umri. The economy of Nanded is primarily agrarian.

Approximately 63% of population is rural and mainly engaged in agriculture and allied sectors. Around 5,82,200 farmers of Nanded i.e. 79.1% of farmers have small and marginal landholdings; the average landholding of farmer is 1.42 Ha of land that is lower than the state average of 1.44 Ha. The Nanded district has been divided into 2 zones according to the agro-ecological situations prevailing in its different parts. These situations are based on factors like rainfall, soil depth topography and irrigation facilities. The situation wise survey helped in understanding the situation specific research and extension priorities and needs for strategic planning of the district. The Nanded district categorized under assured rainfall zone and moderate to moderately high rainfall zone and receives an average 954 mm of rainfall annually. Nanded district net sown area is close to 9, 30,408 Ha out of which the Irrigated Net sown area is 64,892 Ha, as a result the district has only 7 % of area under irrigation coverage.

Nanded taluka has the best irrigation penetration in Nanded District at around 12% of net sown area, followed by Kandhar at 11%, while for Mukhed, Mahur and Himayatnagar talukas it is around ~9.5%. Roughly 72% of aggregate irrigation in the district is through ground water, while the rest is through surface irrigation.

Cotton and Soybean clearly are the largest crops, together accounting for approximately 55.50% of the total gross cropped area. Cotton is the largest crop with 35.37% of gross cropped area, followed by soyabean at ~20%. Jowar is also another major agricultural crop grown in Nanded, out of a net sown area of Jowar i.e 151,946 ha, nearly ~ 85% of Jowar is grown in kharif season only, remaining 15% Jowar is grown in high & assured rainfall receiving areas of northern Nanded. The four pulses (Red gram, Bengal gram, green gram & black gram) together account for ~ 21% of area, but Red Gram (7%) and Bengal Gram (5.93%) are the dominant crops, accounting for 12.92% of total area.

1.4.2. Parbhani District

Parbhani is one among the eight districts of Marathwada region of Maharashtra. The geographical area of Parbhani district is 6,511 sq. kms, and as per the 2011 census, the population is 18.4 lakh of which 69% are rural. The district has a low per capita income of Rs. 58,512. The district is in the assured rainfall zone with average annual rainfall an average annual rainfall of ~880 mm. However, rainfall is prone to wide inter-year fluctuations.The economy of the district is predominantly agrarian. The major Kharif and Rabi Crops are cotton, soybean, moong, bajra, jowar and wheat. Sugarcane, arhar, groundnut and safflower are other important crops of the district.

Parbhani is divided into nine talukas. The average land holding in the district is 2.56 Ha, which is higher than the Maharashtra state average (1.4 Ha). This is because the proportion of small and marginal holdings in the district is low at 23.6%. Approx 2.27 Lakh ha area in the district is irrigated through various projects, which includes ponds (16,102 ha), canal (1,68,384 ha) and wells (42,508 ha). The total irrigated area corresponds to approx 25% of total gross cropped area. The irrigation facilities in the district are mainly from the Jayakwadi irrigation Project and other projects like Purna, Yeldari,Sidheshwar, Karpara and Masoli. Godavari, Dudhana and Purna rivers which flow through the district, are also important source of irrigation. Also, plans are afoot for irrigation coverage to a further 18-20,000 Ha through the Jayakwadi and Purna project as well as six medium irrigation projects (Masoli, Karpara, Digras, Borna, Mudgal and Muli), 21 minor irrigation tanks of Govt. of Maharashtra and 99 MI tanks of Zilla Parishad, and the Lower Dudhana / Satavana Project.In areas with irrigation, sugarcane, cotton, banana, wheat and vegetables are grown while jowar, bajra, paddy, pulses, groundnut, soybean and cotton are grown as rainfed crops.

Jowar and Cotton are the most popular crops grown in this region. Majority of the Jowar grown is used for self-consumption, whereas cotton is grown to get cash that can be used for the whole year. The recent trend shows that farmers are moving from cotton to soybean as it is a short duration crop. This helps them to sow another crop giving them an added source of income. Jowar produced for the kharif season is supposed to be of a low quality because of the late rains. It largely fetches a lower price and is generally used as cattle feed/ fodder.

1.5. Objectives of the Study

The title of study is Study Of Agricultural Marketing In Nanded & Parbhani District: A Comparative Analysis Of Perishable & Non-Perishable Commodities. The following objectives have considered for study:

1. To study Socio-economic characteristics of different actors in agricultural marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
2. To study product aspects of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
3. To study pricing practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
4. To Study promotional practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
5. To Study Distribution practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
6. To Study marketing functions of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
7. To study Market Accessibility to Farmers in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
8. To study Value Addition in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

1.6. Proposed Hypothesis of the Study

The hypotheses are categorized into null hypothesis (H_0) and alternative hypothesis (H_a) designed as per the objectives of study are as:

1. **Null Hypothesis (H_0):** There is significant difference between product aspects of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_1): There is significant difference between product aspects of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

2. **Null Hypothesis (H_0):** There is significant difference between pricing practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_2): There is significant difference between pricing practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

3. **Null Hypothesis (H_0):** There is significant difference between promotional practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_3): There is significant difference between promotional practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

4. **Null Hypothesis (H_0):** There is significant difference between distribution practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_4): There is significant difference between distribution practices of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

5. **Null Hypothesis (H_0):** There is significant difference between marketing functions of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_5): There is significant difference between marketing functions of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

6. **Null Hypothesis (H_0):** There is significant difference between Market Accessibility to Farmers in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_6): There is significant difference between Market Accessibility to Farmers in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

7. **Null Hypothesis (H_0):** There is significant difference between Value Addition in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.
   Working Hypothesis (H_7): There is significant difference between Value Addition in marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

Scope of research

The marketing of farm produce with fair price is so important for improving the socio-economic status of growers in particular and the economy of the country in general. This is philosophy of economy. Under the liberalization economy, the role of agricultural marketing is to be effective with efficient management in providing various marketing services, not only to the producers but also to the consumers to avoid the spurious activities being followed by the intermediaries. More than one-and-a-half-decade period of liberalization completed, yet the conditions remained the same and not so helpful in improving the socio-economic conditions of the producers in getting fair price. To examine this, the status of Agricultural Marketing of Perishable & Non Perishable Commodities of Nanded & Parbhani District has undertaken in the present study.

Limitation of Studies

Major part of the study constitutes Perishable & Non Perishable Commodities of Nanded& Parbhani District. The reluctance of respondents in Nanded & Parbhani District to disclose data about their agricultural commodities transaction made the task of gathering data difficult.

2. Review of Literature:

Venkata Reddy, K (1993) highlighted the marketing problems and suggested remedial measures. They are markets nearness, villages with adequate facilities for grading, weighing and storage of all commodities, more branches establishment of co-operative marketing societies through the primary co-operative marketing societies, Extension education in

marketing.

Rajendra K. Aneja has identified the major reasons for small size of the rural market are low purchasing power, slow rate of change in attitude, widespread of villagers, inadequate roads and inadequate communication facility. The other factors impending rapid growth of rural markets are inadequate fine tuning of the marketing mix for rural areas.

Venkata Ramaiah stated that, "agricultural market finance corporation needs to be constituted for extending financial assistance for the speedy development of markets.

Varadarajan stated that "an important question of finance and communication remain major constraints for developing markets. Emphatically focused on the need for an improved marketing system with suitable infrastructures and credit facilities.

Narasimham on marketing of groundnut examined the price mechanism from the terminal to the primary markets.

Goswami, H. examined the role of regulated markets in agricultural marketing is compared to that of the unregulated markets. D.B. Kadam observed that "the trader had a big say in the affairs of the agricultural market committee and also the nomination of grower-members to the market committees was done on political considerations

The research paper by **Acharya S.S and Agarwal, N.L**. is based on the financial feasibility of the market committees and cost benefit analysis from the view of farmers. The conclusion of authors in this regard has not reflected the reality, because mere increase in the incomes of the agricultural market committees and the facilities provided in the regulated markets may not be considered as progress.

Reddy and Ramaiah in their study presented a picture that the regulated markets were not accessible to tribals; and as such the utilization of the same was not satisfactory. They observed that those nearer to the market centers and having good transport facilities were making use of the markets. Besides, it is found that there were variations in the prices of products sold through the regulated markets vis-a-vis village markets. Stating the regulated markets were found to be important marketing channels, Raju and Kakadia observed that the market costs in the regulated markets were low compared with the cooperative services. The co-relation co-efficient between monthly price and arrivals revealed an inverse relationship.

FICCI report 'Agriculture Marketing Of Agricultural Produce' have identified challenges in agricultural marketing as small scale of individual production which adversely affects marketing economies for farmers, poor market information systems, insufficient storage and post-harvest value addition at the farm level, post-harvest credit, and high transaction costs for buyers and processors to engage with farmers. These issues can be addressed in a two-pronged approach – one, by developing institutions, and two, by investing in infrastructure. Institutions and infrastructure are not entirely separate and have synergistic impact on outcomes. This report proposes developing institutions to bring farmers together; establish direct links between farmers and retailers.

Y. Siskos et al (2001) has describes the usefulness of Multicriteria approach in analyzing consumer preference data and its ability to support new product development processes by agricultural forms. The paper outlines first the philosophy of agricultural marketing by emphasizing on the features, which differentiate it from general marketing. Several methodological issues in agricultural marketing are then presented through a state-of-the art survey. Then, the paper develops a consumer-based methodology to support product development decisions where the key-role is played to determine the preference model which explains a single consumer's ranking; a decision support system summarizes the analysis on the whole set of interviewed consumers to prescribe the ideal profile of a new product and to simulate its penetration strategy into the market.

Abraham Koshy (2006) had examined the marketing of wheat in India, focusing on the private marketing system, the marketing efficiency and quality. The study finds that the

farmers now almost invariably sell in the nearby primary markets rather than to village traders. The farmer choice of varieties is now becoming market oriented with quality and market acceptance becoming as important as yield. The typically market intermediary provides hardly any special, value adding or developmental services in return for the commissions and margins. The farmers see considerable scope for improvement in the marketing system. The consumer demand for wheat varies considerably across the country. But wheat has made inroads into food consumption in the east and the south. The retailers are increasingly conscious of consumer demand and quality, and keep a variety of wheat and wheat products. Direct buying of wheat grain, storing, and own recourse to processing are common in the north and the west, whereas direct purchase of wheat products such as flour is the norm in the east and the south. The trend is towards direct purchase of processed wheat products, and within this from loose to packaged branded wheat products.

Shakeel-Ul-Rehman (2012) Agriculture in India has directly or indirectly continued to be the source of livelihood to majority of the population. Indian agriculture has seen a lot of changes in its structure. India, predominantly an agricultural economy, has healthy signs of transformation in agriculture and allied activities. India has seen agriculture as a precious tool of economic development as other sectors of production depend on it. Efficient backward and forward integration with agriculture has led to globally competitive production system in terms of cost and quality. Cooperatives seem to be well positioned to coordinate product differentiation at the farm level and to integrate forward into value added processing activities. Indian agriculture can be balanced and made efficient through proper and better management practices. The present study brings out past and present scenario of agricultural marketing prevailing in India, its challenges and future recommendations. Moreover, the opportunities provide by agricultural marketing should be tapped effectively by the marketers.

Vasant P. Gandhi (2006) There has been concern in recent years regarding the efficiency of marketing of fruits and vegetables, and that this is leading to high and fluctuating consumer prices and only small share of the consumer rupee reaching the farmers. Marketing of horticultural crops is complex especially because of perishability, seasonality and bulkiness. The study seeks to examine different aspects of their marketing, focusing particularly, on the wholesale markets for fruits and vegetables which have been established to overcome deficiencies and improve the marketing efficiency. Results indicate that in Ahmedabad the direct contact between commission agents and farmers is very low. For vegetables this is 50 percent and for fruits only 31 percent. Further, in the system of transaction, secret bidding and simple transaction dominate and open auction is relatively rare. The high percentage of margin to farmer-consumer price difference is indicative of large inefficiencies and relatively poor marketing efficiency. There is great need to improve the marketing of fruits and vegetables. One important measure would be to bring more markets under regulation and supervision of a well-represented market committee. Another measure would be the promotion and perhaps enforcement of open auctions in the markets. Yet another measure could be efforts to bring more buyers and sellers into the markets, bringing them closer to perfect markets. The direct participation of farmers should be increased. Market infrastructure should be improved through storage (go-down) facilities, cold storages, loading and weighing facilities. Improvement in the road network, and cold-chain facilities are also of substantial importance. Greater transparency of the operations through supervision and systems can also help substantially. The market integration and efficiency can also be improved by making up-to-date market information available to all participants through various means, including a good market information system, internet and good telecommunications facilities at the markets.

C. Elamathi (2003) Our country is endowed with a good degree of ethnic and regional diversity. About three-fourth of the total population resides in the rural areas and majority of them are dependent upon agriculture for their subsistence. Agriculture contributes about24.7%

to the Gross Domestic Product (GDP) of the country. It also contributes about 13.1% to the total Indian exports. This sector provides employment to 58.4% of the country's workforce and livelihood to more than 650 million people. Despite this fact, the condition of these people has not shown any significant improvement. Agriculture is the dominant sector of Indian economy, which determines the growth and sustainability. About 65 per cent of the population still relies on agriculture for employment and livelihood. So the main aim of this paper is to present, what are the challenges and Present Constraints in the Agriculture Marketing in India.

Research Gap:

The research will be carried out to compare perishable and non-perishable agricultural commodities in Nanded & Parbhani District. Nanded is strategically important district, after Aurangabad in Marathwada, which has equal access markets of AP, Karnataka and Maharashtra. Hence, marketing of the Agro-produce of this district will help farmers and food processors to know the marketing gap between them which is important for value chain development. This research will be useful to understand the different present marketing models like contract farming, farmer producer organizations etc. which was not studied earlier in this area and possible new prospects of agri-business. Very few studies have done to analyses the marketing gap between producer and food-processor. From the literature review, it is evident that very limited studies in the area of marketing of agricultural commodities have been done in our region.

3. Research Methodology:

3.1 Type of Research: Ex Post Facto Descriptive Research:

Research carried out will be based on the surveys, reality& information finding investigations. In the ex facto research, there is no control on the variables by the researcher, he has to report & find out what has happened or what is happening. The survey type researchers are done by the Ex Post Facto Descriptive Research. The researcher has no control on the research problem; he will only study marketing of perishable and non-perishable agricultural commodities in Nanded & Parbhani District.

3.2 Nature of Research: Quantitative Research:

The quantity or amount is calculated by this nature of research. If the research is required to be interpreted in the quantity or amount, this research is called quantitative research. The average, percentage, greater& smaller values etc. can determine & interpret the results of quantitative research. The present research work will be based on the average, percentage, greater & smaller values, the statistical tests & other quantified information. The comparative study of marketing of measured through the quantitative research.

3.3 Research Instrument: Structured questionnaire & observation

Structured Questionnaire: The questionnaire is the set of structured or unstructured questions designed to find out the facts related to the research problem. The questions are asked to the respondents to get the information, knowledge or solution to the research issue or problem. The definite & pre-determined questions will be asked to all the respondents in the same words & in the same format.

Observation: This method is often used in behavioral sciences. The general or natural observation is somewhat different from the scientific observation. The researcher plans, records & verifies the facts in the observation in a scientific way. The respondents are not asked the questions directly but deep & minute scientific observation is used without asking the questions directly.

3.4 Dependent Variable: All essential parameters of Agricultural Marketing

The variables are the quantitative values which go on changing in the research studies. The dependent variable depends on the other variables which affect the value of dependent variable. The dependent variable in present research work will be the parameters of comparative study of commodities which will be affected by the elements of marketing to certain extent.

3.5 Independent variable: All essential parameters of Agricultural Marketing

The variables whose values do not depend on other variables under study but the variables which affect values of other variables are termed as independent variables. The independent variables under the present research work will be all parameters of extension policies, credit & financial policies, training policies which effect on agriculture.

3.6 Control over variables: No Control-Ex Post Facto.

The control over variables under the present research study has no control by other variables. The researcher will be interested in studying the facts about agricultural marketing done for agro-commodities.

3.7 Methods of data collection: Sample survey Method through Interrogation

The choice of few identical items from the total population is known as sample. The sample survey is done to select few items representing the population to save time & cost. The survey so conducted is called as Sample survey. The interrogation is cross examination of respondents through questioning. Therefore, sample would be selected through the survey & cross examination of respondents through questioning. Hence Methods of Data Collection for the present research study will be the sample survey method though interrogation.

3.8 Universe:

Universe is the composition of all items any field of inquiry. It includes 100% items of all respondents. The universe is decomposed into 2 or many populations is divided into different samples.

3.9 Population:

Population is the part of Universe form which samples are selected. The Universe includes 2 or many populations with the homogenous & heterogeneous composition. In the present research work, farmers & traders in Nanded & Parbhani District. The number of farmers in Nanded & Parbhani district are 582200 & 347918 respectively.

3.10 Sampling Frame

The list of all sampling unit is called as sampling frame. It includes list of various types of respondents used for the research work.

3.11 Sample Elements

The sample elements represent the basic foundation or part of the sampling process. The elements are the parts of population selected for the research study.

3.12 Sample size Determination: Using Mean & Proportionate Sampling Formula

There are various formulae applied in different statistical conditions, used to determine the sample size. Some of the formulae to determine the sample size are as follows: Using Formulae to Calculate a sample size although tables can provide a useful guide for determining the sample size, you may need to calculate the necessary sample size for a. The minimum sample size of the study has been calculated for both of districts, which is 384 at 95% level of confidence and 5% margin of error. For research convenience, 500 sample has been selected from each district.

Particulars	Commodity	Nanded APMCs					
		Nanded	Bhokar	Loha	Kandhar	Dharmabad	Total
Perishable Commodities	Banana	10	10	10	10	10	50
	Tomato	10	10	10	10	10	50
	Onion	10	10	10	10	10	50
	Mosambi	10	10	10	10	10	50
	Brinjal	10	10	10	10	10	50
Non-Perishable Commodities	Soyabean	10	10	10	10	10	50
	Wheat	10	10	10	10	10	50
	Turmeric	10	10	10	10	10	50
	Chilli	10	10	10	10	10	50
	Cotton	10	10	10	10	10	50
Total Sample	**Total**	**100**	**100**	**100**	**100**	**100**	**500**

Particulars	Commodity	Parbhani APMCs					
		Parbhani	Basmat	Purna	Manvat	Pathri	Total
Perishable Commodities	Banana	10	10	10	10	10	50
	Tomato	10	10	10	10	10	50
	Onion	10	10	10	10	10	50
	Mosambi	10	10	10	10	10	50
	Brinjal	10	10	10	10	10	50
Non-Perishable Commodities	Soyabean	10	10	10	10	10	50
	Wheat	10	10	10	10	10	50
	Turmeric	10	10	10	10	10	50
	Chilli	10	10	10	10	10	50
	Cotton	10	10	10	10	10	50
Total Sample	**Total**	**100**	**100**	**100**	**100**	**100**	**500**

3.13 Sampling Method: Proportionate sampling followed by Multistage Random Sampling

The sampling method will be the Multistage Random Sampling in the present research work as equal proportions of perishable and non-perishable agro-producers of Nanded and Parbhani District are compared while assessing the agricultural marketing.

3.14 Sources of Data Collection: Primary & Secondary sources.

The sources of Data Collection for the present research study will be primary & secondary sources. The primary data is the first hand information given by the respondents collected through the questionnaire & observation in the present study & secondary data are readily available information from books, journals etc.

3.15 Questions Types: Dichotomous, open ended, close ended & ranking

The yes or no type questions are dichotomous questions. The open ended questions are respondents are free to write their own replies at their own & close ended questions represent the responses within the given answers, different will be used in present research work.

3.16 Rating Scales Used: Likert Scale

The rating scale will be used in the present study is 5-point Likert scale starting from strongly agree, disagree, neutral agree to strongly agree.

3.17 Data Interpretation: Through graphs, descriptive statistics & inferential statistics.

The data interpretation will be done through graphs, descriptive statistics & inferential statistics.

3.18 Statistical Tools: Z test, Chi square, ANOVA, descriptive statistical tools & parametric & non parametric statistical tests.

Statistical Tools will be used Chi square, descriptive statistical tools & parametric & non parametric statistical tests in the research study.

3.19 Statistical software Packages: MS Excel 2010 & SPSS 23.

The statistical software package will be used MS Excel 2016& SPSS 23will be done based on responses.

4. Data Analysis & Interpretation

Data interpretation will be done from the responses got from structure questionnaire & data analysis would done with help of parametric & nonparametric tests.

5. Findings, Conclusions & Suggestions

Findings, Conclusion & Suggestions will be done from the data analysis and interpretation with help of parametric & nonparametric tests.

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7. PROBABLE CHAPTER SCHEME OF RESEARCH

1. Introduction

This chapter contains Definition, History, Need, Scope, Significance, Importance, Objective, Hypothesis of Agricultural Marketing etc.

2. Review of literature

Several research paper are reviewed of present, past & future. All the information is gathered & research gap is analyzed.

3. Agricultural Marketing - A Conceptual Framework:

In this topic researcher will add concept of Agricultural marketing and its different approaches with recent trends in Marketing of Agricultural Commodities.

4. Profile of Nanded and Parbhani Districts

Researcher will try to give soft and gentle touch to profile of Nanded & Parbhani District that will inspire the research approach.

5. Research Methodology

Researcher will use appropriate Sampling techniques and use suitable statistical tools necessary for comparative details study for the best results.

6. Data analysis & Interpretation

Data analysis and interpretation will be done with the help of parametric & nonparametric required test.

7. Findings, Conclusions & Suggestions:

Findings and conclusion are based on data will be drawn.

Appendix I – Annexure (Questionnaire)
Appendix II – Bibliography

The questionnaire is the set of structured or unstructured questions designed to find out the facts related to the research problem. The questions will be asked to the respondents to get the information, knowledge or solution to the research issue or problem. The definite & pre-determined questions are asked to all the respondents in the same words & in the same format.

Mr. Abhishek O. Gill
RESEARCH SCHOLAR
School of Commerce & Management Sciences,
SRTM University, Nanded

Dr. G.P. Mudholkar
RESEARCH SUPERVISOR
School of Commerce & Management Sciences
SRTM University, Nanded